

Advertisement

Trait Stewardship Responsibilities Notice to Farmers

For Genuity® Roundup Ready® Sugarbeets in the U.S.: On February 8, 2011, the U.S. Department of Agriculture (USDA) published its decision to implement interim measures of deregulation with conditions for the planting of Genuity® Roundup Ready® Sugarbeets root crops, and of planting under USDA permit for Genuity® Roundup Ready® Sugarbeets seed crops. Genuity® Roundup Ready® Sugarbeets can only be sold, transported and planted in compliance with the conditions imposed by USDA and as set forth in mandatory compliance agreements with USDA, which must be in place prior to transport or planting. Growers must comply with the Monsanto Technology Stewardship Agreement (MTSA) Amendment and the Genuity® Roundup Ready® Sugarbeets Technology Use Guide (TUG) Addendum on www.Genuity.com.

For Genuity® Roundup Ready® Sugarbeets in the U.S.: The Monsanto Technology Stewardship Agreement is amended as follows: Grower agrees to transport and plant Genuity® Roundup Ready® Sugarbeets only for the production of a root crop, and not for seed production, and in compliance with the conditions imposed by the USDA under the deregulation with conditions and as set forth in mandatory compliance agreements with USDA, which grower agrees will be in place prior to transport or planting.

Based on the decision of the U.S. Department of Agriculture (USDA) on January 27, 2011, Genuity® Roundup Ready® Alfalfa seed is available for sale and distribution by authorized Seed Companies or their dealers for use in the United States only. This seed may not be planted outside of the United States, or for the production of seed, or sprouts.

Monsanto Company is a member of Excellence Through Stewardship® (ETS). Monsanto products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Monsanto's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. This product has been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. Do not export Genuity® Roundup Ready® Alfalfa seed or crop, including hay or hay products, to China pending import approval. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for this product. Excellence Through Stewardship® is a registered trademark of Biotechnology Industry Organization.

B.I. products may not yet be registered in all states. Check with your Monsanto representative for the registration status in your state.

IMPORTANT IRM INFORMATION:

RIB Complete® corn does not require the planting of a structured refuge except in Cotton-Growing Areas where corn earworm is a significant pest. See the IRM/Grower Guide for additional information. Always read and follow IRM requirements.

Cottonseed containing Monsanto traits may not be exported for the purpose of planting without a license from Monsanto.

Individual results may vary, and performance may vary from location to location and from year to year. This result may not be an indicator of results you may obtain as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible.

ALWAYS READ AND FOLLOW PESTICIDE LABEL

DIRECTIONS. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® brand agricultural herbicides. Roundup® brand agricultural herbicides will kill crops that are not tolerant to glyphosate. Acceleron and Design® are trademarks of Monsanto. Acceleron and Design®, Acceleron®, Biotech Yield Assurance®, BYA®, Bollgard II®, Genuity and Design®, Genuity Icons, Genuity®, Respect the Refuge and Cotton Design®, RIB Complete and Design®, RIB Complete®, Roundup Ready 2 Technology and Design®, Roundup Ready 2 Yield®, Roundup Ready®, Roundup®, SmartStax and Design®, SmartStax®, VT Double PRO®, VT Triple PRO®, YieldGard VT Triple® and YieldGard VT are trademarks of Monsanto Technology LLC. Ignite® and LibertyLink® and the Water Droplet Design® are registered trademarks of Bayer. Herculex® is a registered trademark of Dow AgroSciences LLC. Respect the Refuge® and Respect the Refuge and Corn Design® are registered trademarks of National Corn Growers Association. All other trademarks are the property of their respective owners. ©2011 Monsanto Company.



Before opening a bag of seed, be sure to read, understand and accept the stewardship requirements, including applicable refuge requirements for insect resistance management, for the biotechnology traits expressed in the seed as set forth in the Monsanto Technology Stewardship Agreement that you sign. By opening and using a bag of seed, you are reaffirming your obligation to comply with the most recent stewardship requirements.

Letters & Opinions

A century of Farmer-Stockman

By DAN CRUMMETT

THE first issue of the *Oklahoma Farmer-Stockman* rolled off the press in Oklahoma City. Dated Sept. 14, 1911, it was a new publication designed to succeed *The Weekly Oklahoman*, which had been popular in the area since 1894. Both "papers" were owned and founded by the Oklahoma Publishing Co., operated by E.K. Gaylord. The new publication aimed strictly at the newly developing agriculture in a brand new state (1907). It continued as a weekly until 1914 when it became a biweekly tabloid newsprint publication, the format it would hold until 1942 when it would become a monthly magazine.

Throughout much of its history, the magazine carried this statement of purpose on each cover: "Edited to help rural families grow better crops, improve their livestock, enjoy modern equipment and achieve finer living."

While the stated purpose on the cover is now an artifact found in bound volumes, the goals for the publication have remained the same through a series of owners and a relatively short list of editors (for a century of continuous publication).

Roy E. Stafford, a partner with Gaylord in forming OPUBCO in 1903, was the *Farmer-Stockman's* first editor, serving from 1911 until 1913. Carl C. Williams took the post until August 1929, when he took a leave of absence to serve with the Federal Farm Board in Washington, D.C. Clarence Roberts was in charge from that time until his death December 4, 1942, at which time Ferdie J. Deering took the reins, becoming the longest-serving editor in the magazine's history.

Deering's tenure lasted until 1972 when he was appointed to the management team of OPUBCO, and turned the *Farmer-Stockman* over to Ernest Shiner, a native Oklahoman who had worked for the magazine since 1952.

Shiner edited the magazine until his death in October 1988, and was succeeded by this agricultural editor Dan Crummett, from Oklahoma, in 1984, serving as editor of the Oklahoma magazine, and in 1995 was also named the editor of its sister publication, the *Texas Farmer-Stockman*, upon the retirement of TFS's longtime editor, Charles Taylor.

That arrangement lasted until the magazines were combined, and J.T. Smith, a Texan from Foard County (only a few miles from Oklahoma), was recruited from a long career in national and local ag journalism to edit *The Farmer-Stockman* in December 1998. J.T.'s work across Texas, Oklahoma and New Mexico has kept the publication a leader throughout his tenure.

Despite stable "hands-on leadership" at the editor's desk throughout the 100 years, the changes in farming, the nation's economy and society in general have provided a varied history for the publication's ownership.

OPUBCO owned the publication



NOW AND THEN: We found the oldest-bound volume we have in the office and compared it with the August issue of *The Farmer-Stockman* for a contrast in technology and editorial outlook. Things change, but throughout 100 years *The Farmer-Stockman* has been published to help farmers and ranchers "make more and save more."

Key Points

- This month marks the *Farmer-Stockman's* centennial.
- The magazine has gone from weekly to biweekly to monthly.
- It's still on the farm and still in the mailbox.

throughout more than half the century, starting the *Texas Farmer-Stockman* in 1946, and briefly owning the *Kansas Farmer* for a period. By the 1980s, however, OPUBCO was a growing entertainment business, and the farm economy was faltering, along with the fortunes of farm magazines, so the publications were sold in 1986.

The buyer was The Nebraska Farmer Division of Harcourt Brace Jovanovich, a firm that operated two farm publication divisions — Nebraska Farmer and the Harvest Group. In 1988 the two HBJ divisions were merged under a single management team in Orlando, Fla., under the name of HBJ Farm Publications. After surviving that three-year experiment, HBJ Farm Publications was sold to Cap Cities ABC's Farm Progress Cos., a move which put

nearly all monthly state farm magazines in the United States under one roof.

Farm Progress would later purchase similar magazines in the Pacific Northwest to round out the "nationwide" system of state and regional farm publications it operates today.

By late summer 1997, Farm Progress Cos. also underwent the transformation its individual magazines had experienced through the last 25 years of the 20th century and was acquired by the rural Australian publishing giant, Rural Press Ltd. RPL (now Fairfax Media) was in the same business as Farm Progress, and the arrangement made the Australian company the largest farm publisher in the world by acquiring the largest ag publisher in the U.S.

In 2003, faced with rising costs and extensive competition, Rural Press and Farm Progress reorganized the United States operation to be a system of state and regional magazines with a streamlined production system that allowed it to compete successfully with other U.S. agriculture publishers and still provide the local content on pages and websites its magazine readers have come to expect.

The Farmer-Stockman's influence

WITH roots in Oklahoma before Oklahoma was a state, *The Farmer-Stockman* came in on the ground floor of a fledgling agricultural industry and the development of all the things that go with it.

During the first half of the 20th century, the magazine's influence could be attributed to:

- Oklahoma Cotton Cooperative Marketing Association — the first organization of its kind in the United States
- Oklahoma Master Farmers organization, which was active until the Great Depression

- 1920 St. Louis meeting chaired by editor Carl Williams, which formed today's American Agricultural Editors Association

- formation of more than 200 farm women's clubs
- formation of the Oklahoma Farm Bureau in 1942
- organization of the Oklahoma Crop Improvement Association
- Oklahoma (and later "International") Flying Farmers Association
- *The Farmer-Stockman* Rural Neighborhood Progress Contest from 1947 to 1959